

WHAT IS CLAIMED IS:

1. A method of gift purchasing comprising:
tracking gift ideas and related event dates for a user; and
notifying the user prior to the event date with a reminder from a gift reminder service provider with the reminder including at least one network link to a gift merchant web site selling a gift related to the gift idea wherein the gift merchant web site is not exclusively associated with the gift reminder service provider.
2. The method of claim 1, wherein the tracking step comprises:
displaying the gift ideas and event dates on a web site of the gift reminder service provider.
3. The method of claim 1, further comprising:
supplying the reminder service through a gift reminder web site and providing the network link as a uniform resource locator for the gift merchant web site.
4. The method of claim 1, wherein the notifying step further comprises:
providing the network link as a link to the gift reminder web site at which the user will obtain a plurality of network links to independent gift merchant web sites that sell gifts related to the gift idea.
5. The method as in claim 4, and further comprising:
displaying at the gift reminder web site a listing of gifts related to the gift idea with each respective gift listing including a price, a description, and a uniform resource locator address.
6. The method of claim 1, wherein the notifying step further comprises:
delivering the reminder to the user as an electronic mail notification from the gift reminder service provider through the user interface.

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17. The system of claim 15, wherein the message further comprises:
a text message identifying a gift idea, an event date, a gift recipient, a gift, a price, and the network link includes at least one uniform resource locator link to the gift merchant web site.

18. A method of gift purchasing comprising:
tracking gift ideas and related event dates for a user; and
notifying the user at a point in time prior to the event date with an
electronic mail reminder from the gift reminder service provider with the
reminder including at least one network link to a gift merchant web site selling a
gift related to the gift idea wherein the gift merchant web site is independent of
the gift reminder service provider.
19. A method of gift purchasing comprising:
receiving an electronic reminder notification from a gift reminder service
provider of an event date and a gift idea for a gift recipient prior to the event
date with the notification including at least one network link to a gift merchant
web site selling a gift related to the gift idea wherein the gift merchant web site
is independent of the gift reminder service provider; and
purchasing a gift for the gift recipient by activating the link to the gift
merchant web site.
20. A computer-readable medium having computer-executable instructions
for performing a method of gift purchasing, the method comprising:
tracking gift ideas and related event dates for a user; and
notifying the user prior to the event date with a reminder from a gift
reminder service provider with the reminder including at least one network link
to a gift merchant web site selling a gift related to the gift idea wherein the gift
merchant web site is not exclusively associated with the gift reminder service
provider.